ORDER

WKYC

Orders

Order / Rev:	**713901**		
Alt Order #:	06315573		
Product Desc:	AMER PET INT 2012-FH		
Estimate:	1445		
Flight Dates:	12/03/12 - 12/08/12	Primary AE:	Joe Knauer
Original Date / Rev:	09/14/12 / 09/17/12	Sales Office:	T-WAS
Order Type:	Political	Sales Region:	NAT

Agency

Name:	**Strategic Media Services**		
Buying Contact:		Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	3299 K Street NW Suite 200	Billing Cycle:	EOM/EOC
	Washington, DC 20007	Agency Commission:	15%

Advertiser

Name:	**American Petroleum Institute**		
Demographic:	A35+	New Business Thru:	
Product Codes:	Gas & Oil/Petro Prdts	Order Separation:	00:15:00
Priority:	P-5	Advertiser External ID:	
Revenue Codes:	AGY, GEN, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/26/12	12/08/12	23	$15,300.00	$13,005.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
December 2012	23	$15,300.00	$13,005.00	0.00
Totals	23	$15,300.00	$13,005.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	30%	$15,300.00
Market	100%	$51,000.00

Competitive Share	Share	Total
CABLE	0%	$0.00
WBNX	18%	$9,180.00
WEWS	20%	$10,200.00
WJW	0%	$0.00
WOIO	31%	$15,810.00
WUAB	1%	$510.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	12/03/12	12/04/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MT-----	:30	2	$925.00	P-5	0.00	NM	2	$1,850.00

1 X PER DAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	12/03/12	12/09/12	MT-----	2	$925.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WKYC	12/06/12	12/06/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	---T---	:30	1	$925.00	P-5	0.00	NM	1	$925.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	12/03/12	12/09/12	---T---	1	$925.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	12/03/12	12/07/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	5	$495.00	P-5	0.00	NM	5	$2,475.00

1 X PER DAY

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating

Order / Rev:	713901	Advertiser:	American Petroleum Institute	
Alt Order #:	06315573	Product Desc:	AMER PET INT 2012-FH	**WKYC**
Flight Dates:	12/03/12 - 12/08/12	Estimate:	1445	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	12/03/12	12/07/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	5	$495.00	P-5	0.00	NM	5	$2,475.00
E 4	WKYC	12/03/12	12/07/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	5	$500.00	P-5	0.00	NM	5	$2,500.00
E 5	WKYC	12/03/12	12/07/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWTF--	:30	5	$900.00	P-5	0.00	NM	5	$4,500.00
E 6	WKYC	12/03/12	12/03/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M------	:30	1	$650.00	P-5	0.00	NM	1	$650.00
E 7	WKYC	12/05/12	12/05/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--W----	:30	1	$650.00	P-5	0.00	NM	1	$650.00
E 8	WKYC	12/07/12	12/07/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	----F--	:30	1	$650.00	P-5	0.00	NM	1	$650.00
E 9	WKYC	12/08/12	12/08/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	$500.00	P-5	0.00	NM	1	$500.00
E 10	WKYC	12/08/12	12/08/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	$600.00	P-5	0.00	NM	1	$600.00
												Totals		23	$15,300.00

Line detail (weekly schedule):

Line	Note		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
E 3	1 X PER DAY	Week:	12/03/12	12/09/12	MTWTF--	5	$495.00	0.00
E 4	1 X PER DAY	Week:	12/03/12	12/09/12	MTWTF--	5	$500.00	0.00
E 5	1 X PER DAY	Week:	12/03/12	12/09/12	MTWTF--	5	$900.00	0.00
E 6		Week:	12/03/12	12/09/12	M------	1	$650.00	0.00
E 7		Week:	12/03/12	12/09/12	--W----	1	$650.00	0.00
E 8		Week:	12/03/12	12/09/12	----F--	1	$650.00	0.00
E 9		Week:	12/03/12	12/09/12	-----S-	1	$500.00	0.00
E 10		Week:	12/03/12	12/09/12	-----S-	1	$600.00	0.00